



VAPG Grant Is Eggsactly What Her Business Needed”

Lazy K Eggs, LLC (Lazy K) started about a year ago with 15 hens and has already grown to 260 hens. Lazy K’s customer base started with a few friends and has grown beyond 30 customers, one local grocer and farmer’s markets receiving weekly deliveries. Kelly Crymble, owner, was looking for an opportunity to expand her customer base when she applied for a Rural Development Value Added Producer Grant.

Through the grant, Lazy K will offset the costs of marketing materials and packaging. Lazy K will change and improve the product label and packaging to include the Quick Response (QR) code to link the customer to Lazy K. Where Food Comes From® is a unique labeling program utilizing the authenticity of third-party source verification and the accessibility of QR Code technology to instantly connect you to the food you eat.



Kelly Crymble shows eggsactly what she is gathering each day.

Kelly Crymble said, “I am passionate about promoting locally produced, sustainable foods (eggs) and making a connection with the consumer.”

Obligation Amount: \$3,607 VAPG

Date of Obligation: 9/22/16

Congressional District: Congressman Smith, District 03; Senators Fischer and Sasse

Partners: Lazy K Eggs, LLC will provide matching funds.

Demographics: The Service Area is Keith, Perkins and Lincoln County.

Impact: Locally-produced agricultural products are important to the economic development of small rural customers. This grant will help Lazy K Eggs, LLC grow its customer base by 30% (20 customers) and its monthly revenue by \$220 per month and save one job and create one job.
